



Local Lines

Shrewsbury Electric and Cable Operations
508-841-8500

What's
Happening at
SELCO
January, 2006



Did You Know...

- SELCO offers rebates on EnergyStar™ Thermostats.
- Wrestling fans can sign up for WWE On Demand through Digital Cable for \$7.99/mo.
- Purchase energy-saving light bulbs at a discount at the SELCO office or online at www.estarlights.com

Electric Space Heater Safety a Major Concern

- Never leave a space heater unattended or running while you sleep.
- Never use a space heater with an extension cord unless the cord has a power rating greater than or equal to the power rating on the heater.
- Always keep space heaters at least 3 feet away from walls and other flammable materials.

Happy New Year! Need a Resolution?

This year resolve to use energy wisely. Purchase energy saving light bulbs and appliances. And remember to turn off lights, televisions, and computers when not in use!

It is a myth that leaving your computer running uses less electricity than shutting down and restarting.

The average desktop computer uses about 6.5 kwh/24 hrs. That's more than \$18/mo at current SELCO rates.

SELCO Launches "Beat the Peak" Program

In an effort to combat rising energy prices SELCO has launched a new "Beat the Peak" energy conservation program. During times of peak use an icon will appear on the Town website (www.shrewsbury-ma.gov) and on the Weather Channel (SELCO Ch. 12) notifying residents to curtail nonessential use of electricity.

"The trigger for our 'Beat the Peak' alert will typically be during extreme cold weather," said SELCO general manager Thomas Josie. "Working together we can help control the rising cost of electric energy."



For more information on SELCO's "Beat the Peak" program, call the SELCO office or visit www.shrewsbury-ma.gov/light/beatthepeak.asp

Local On-Demand Content Available Through SELCO VOD

Did you know that SELCO offers local content from public, educational and government access channels 28, 29 and 30 through Video On Demand!



According to Shrewsbury Media Connection Manager Bill Nay, Shrewsbury On Demand content is updated several times each week. "It's vital for SMC to keep our local on demand content as up to date as possible. We understand that it's important to Shrewsbury residents to be able to watch a town meeting when it's convenient for them," said Nay.

Digital customers can check out Shrewsbury On Demand using the "guide" button on their digital remote control, then menu down to the "Shrewsbury On Demand" selection.

NFL On Demand Delivers Unique Coverage Throughout the Play-Off Season

It's every football fan's dream, a television network devoted to the most popular sport in America... professional football. NFL Network is available on SELCO Digital Cable channel 238 and NFL On Demand is available through VOD.

Keep track of the leading NFL teams in the run-up to Super Bowl XL with highlights, analysis and more. NFL Network and NFL On Demand offer unique programming that includes extended game highlights, Emmy Award-winning programs from the NFL Films library, and a featured "Game of the Week."



The greatest games, current stats, and original NFL-related programming combine to provide SELCO Digital Cable customers with the very best NFL coverage around. Customers should note that NFL Network restricts access to NFL On Demand during certain times, including times when games are broadcast.

SELCO Announces Energy Conservation Poster Contest for K-12 Students

SELCO will be holding an Energy Conservation Poster Contest for students in grades K-12. Entries will be accepted from January 1 to February 10, 2006. Winners will be announced in the March 2006 Local Lines newsletter and on the Town of Shrewsbury website.



Selected posters will be displayed in the lobby of the SELCO office at the Shrewsbury Town Hall and at the Shrewsbury Public Library.

Entries will be broken down into three categories: grades K-5, grades 6-8, and grades 9-12. The prizes below will be awarded in each category:

- Winner - \$75 Savings Bond
- 1st Runner-Up - \$50 Savings Bond
- 2nd Runner-Up - \$50 Savings Bond

Visit: www.shrewsbury-ma.gov/light/contest.asp for complete contest rules and instructions. Good luck!

How do I get SELCO HDTV service in time for the Super Bowl?

Every year SELCO experiences a rise in HDTV installations during the month of January. The increase may be attributed to High Definition Television sets being received as gifts during the holiday season, as well as a rush by football fans to make the upgrade to HDTV before the Super Bowl.

To ensure timely installation for the big event, SELCO suggests that customers making the move to HDTV follow the steps below:

- SELCO customers must subscribe to Digital Cable if they wish to subscribe to HDTV service.
- Call SELCO BEFORE January 16, 2006 to schedule installation.
- The HDTV set to be hooked-up MUST be at your installation location when the SELCO installer arrives or service cannot be activated.



At SELCO Customers Come First

SELCO's mission is to provide services at a lower cost than neighboring communities. In addition to being priced lower than the big cable companies, SELCO also provides cable rates that already have taxes and fees included. That means the price advertised is the price you pay. That's something that doesn't always ring true with providers that serve the surrounding towns.

We respect our existing customers. Unlike other cable operators, SELCO never offers its services to new customers at a cost less than existing customers are paying. You will never see low introductory rates that balloon once the introductory period is over. While we periodically offer discounts to new subscribers of premium channels, our Basic, Expanded Basic, Digital, and HDTV service rates are the same whether you've been a customer for 15 years or 15 minutes.

As a customer-owned utility, SELCO helps control Shrewsbury's property tax rate by returning 5% of your cable and Internet bill to the Town in the form of direct cash payments, services and other non-monetary benefits.

Watch the Bruins on NESN!

The Bruins are back! NESN delivers more crystal clear coverage of the Bruins in HD than ever before, including every home game and a majority of the road games. Dale Arnold (home games) and Jack Edwards (road games) join color analyst Andy Brickley to bring you all the action!



NOW IN HIGH DEFINITION!

Available with SELCO Digital HDTV Package

SELCO CH. 66 and CH. 281 HD

High Definition Personal Video Recorder Now Available from SELCO

It's here! Shrewsbury Cable is now offering a converter box that combines the functionality of a PVR (rewind, fast-forward, record) with the picture quality of HDTV.

Call 508-841-8500 to sign up for SELCO's HDTV/PVR converter box. Just \$14.95/mo*



*Digital Cable and HDTV Subscription Required for HDTV/PVR Converter.